

Tips for promoting Student Survey

- Contacting students on your course, informing them of what the students surveys are, and why it is important to complete them. There are many ways feedback can improve student experience such as; getting your voice heard, providing feedback on your course to ensure changes are made to improve student experience and making a change
- Share the [promotional campaign](#) with students in your School – you can find information on the Student Hub and reshare our social media posts
- Working with other student reps and asking for past results which you can use when speaking to current students about what others have said
- “Your Voice, Our Action’ campaign is a great way of making people realise that their feedback makes a difference. It reflects how students’ opinions have been considered in previous years and highlights the changes that have resulted. You can view the actions taken as a result of student feedback on www.city.ac.uk/feedback

How and when students can complete their survey

During the start of the campaign, all eligible students will be sent an invitation email from their Programme Director to complete the survey. Early online completion is desirable so please make your fellow students aware of the surveys launch.

For the NSS, those who have not completed the survey may later be contacted by telephone. Please encourage your peers to participate in the survey online at www.thestudentsurvey.com (via computer or mobile device) before 30th April 2022. Students may also opt out of the survey at any point during the fieldwork.

Inappropriate influence

Make sure you read our guidance on inappropriate influence. It is important to follow these guidelines to ensure we meet the requirements set by the provider. Failure to comply with these guidelines can result in investigation.

Do	Don't
Encourage all eligible students to participate	Require or pressure students to attend survey completion sessions
Allow students to provide feedback regardless of their opinion	Indicate that the survey is compulsory
Ensure students have complete privacy when completing surveys	Explicitly or implicitly advise students on how to interpret the survey: providers should not explain the meanings of questions or the response scale. This includes defining ‘neither agree nor disagree’ as a negative response and comparing the response scale to another scale with a different purpose.

<p>Be wary of the tone used by staff when discussing the surveys and asking students to complete the survey.</p> <p>Ensure the promotion is kept as neutral as possible.</p> <p>Explain the importance of student feedback and how feedback has led to changes in previous years (staff can refer to the <i>'Your Voice, Our Action'</i> campaign www.city.ac.uk/feedback)</p>	<p>Advise or request students to respond in a certain way: For example, 'I recommend that you select agree or mostly agree' or 'You shouldn't use 'neither agree or disagree'', or providing standard or example responses.</p>
<p>Inform students they are free to interpret the survey questions as they wish</p>	<p>Take students through the survey: You should not stand or sit beside students when they are completing the survey or take them through their responses question-by-question.</p>
<p>Do not share response rates on open social media platforms.</p> <p>All staff and students accessing the information for promotional purposes are aware that they should consider the information confidential and not for wider or external circulation.</p>	<p>Link the surveys to league tables, job prospects and the perceived value of students' degrees: You are not permitted to tell students that negative responses could make their degrees look bad to future employers. There should be no link made between completion of the survey and employers' perceptions of positive and negative outcomes. This includes links between the NSS and university league tables or the Teaching Excellent Framework (TEF).</p>